

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions of the claims in the Application. With reference to the listing it is noted that, herewith, claims 48-70, 95, and 96 are amended. No new matter has been added.

Listing of Claims

1. (Previously Presented) A method, comprising:

receiving data at a first hand-held device;

determining, at the first hand-held device, a match between the data received at the first hand-held device and data held by a second hand-held device within a short-range communication range of the first hand-held device;

creating a log entry in accordance with the match; and

providing a recommendation to a user of the first hand-held device relating to the data received at the first hand-held device after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first hand-held device and data held by one or more other hand-held devices encountered within the short-range communication range of the first hand-held device.

2. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device includes at least an identifier for data held by the second hand-held device.

3. (Original) The method of claim 2, wherein the identifier is a unique identifier.
4. (Original) The method of claim 2, wherein the identifier is an international standard book number.
5. (Previously Presented) The method of claim 2, wherein the identifier is an international mobile equipment identity identifier.
6. (Previously Presented) The method of claim 2, wherein the data received at the first hand-held device includes a data element held by the second hand-held device.
7. (Original) The method of claim 6, wherein the data element is a phone number.
8. (Original) The method of claim 6, wherein the data element is a universal resource locator.
9. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device is not browsable by the user.
10. (Original) The method of claim 1, further comprising determining if the user already possesses data relating to the socially-relevant recommendation.
11. (Original) The method of claim 1, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

12. (Original) The method of claim 1, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

13. (Previously Presented) The method of claim 1, wherein the recommendation is provided after the user performs an operation with the first hand-held device.

14. (Previously Presented) The method of claim 1, wherein the recommendation suggests to the user addition of data relating to the data received at the first hand-held device.

15. (Previously Presented) The method of claim 14, wherein the data suggested for addition is held by the second hand-held device.

16. (Previously Presented) The method of claim 1, wherein the first hand-held device employs short-range communication in communicating with the second hand-held device.

17. (Previously Presented) The method of claim 16, wherein bluetooth is employed for the short-range communications.

18. (Previously Presented) The method of claim 1, wherein a one-way hash of a unique identifier associated with the second hand-held device is employed in creating the log entry.

19. (Original) The method of claim 1, wherein one or more criteria provide for weighting of log entries.

20. (Original) The method of claim 1, wherein the recommendation is not provided after expiration of a validity period.

21. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device is updated.

22. (Original) The method of claim 1, wherein the user is directed to a source for information regarding data suggested by the recommendation.

23. (Original) The method of claim 1, wherein an advertiser learns if the user complied with the recommendation.

Claims 24-47 (Canceled)

48. (Currently Amended) A ~~system~~ hand-held apparatus, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the processor, in accordance with the program code, when executed by the processor, causes the processor to perform is configured to: ~~when executed by the processor, causes the processor to perform~~

~~receiving~~ receive data at a ~~first hand-held device~~;

~~determining~~ determine, ~~at the first hand-held device~~; a match between the received data ~~received at the first hand-held device~~ and data held by a ~~second hand-held device~~ apparatus within a short-range communication range ~~of the first hand-held device~~;

~~creating~~ create a log entry in accordance with the match; and

~~providing~~ provide a user targeted recommendation to a ~~user of the first hand-held device~~ relating to the received data ~~received at the first hand-held device~~ after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the received data ~~received at the first hand-held device~~ and data held by one or more other hand-held ~~devices~~ apparatuses encountered within the short-range communication range ~~of the first hand-held device~~.

49. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the received data ~~received at the first hand-held device~~ includes at least an identifier for data held by the ~~second hand-held device~~ said hand-held apparatus within the short-range communication range.

50. (Currently Amended) The ~~system~~ hand-held apparatus of claim 49, wherein the identifier is a unique identifier.

51. (Currently Amended) The ~~system~~ hand-held apparatus of claim 49, wherein the identifier is an international standard book number.

52. (Currently Amended) The ~~system~~ hand-held apparatus of claim 49, wherein the identifier is an international mobile equipment identity identifier.

53. (Currently Amended) The ~~system~~ hand-held apparatus of claim 49, wherein the received data received at the first hand-held device includes a data element held by ~~the second hand-held device~~ said hand-held apparatus within the short-range communication range.

54. (Currently Amended) The ~~system~~ hand-held apparatus of claim 53, wherein the data element is a phone number.

55. (Currently Amended) The ~~system~~ hand-held apparatus of claim 53, wherein the data element is a universal resource locator.

56. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the received data received at the first hand-held device is not user browsable ~~by the user.~~

57. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the processor is further configured to perform ~~determining~~ determine if the ~~user already possesses~~ data relating to the socially-relevant recommendation is already user possessed.

58. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

59. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

60. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the recommendation is provided after ~~the user performs an operation with the first hand-held device~~ a user operation.

61. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the recommendation suggests ~~to the user~~ addition of data relating to the received data ~~received at the first hand-held device~~.

62. (Currently Amended) The ~~system~~ hand-held apparatus of claim 61, wherein the data suggested for addition is held by ~~the second hand-held device~~ said hand-held apparatus within the short-range communication range.

63. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein ~~the first hand-held device employs~~ short-range communication is employed in communicating with ~~the second hand-held device~~ said hand-held apparatus within the short-range communication range.

64. (Currently Amended) The ~~system~~ hand-held apparatus of claim 63, wherein bluetooth is employed for the short-range communications.

65. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein a one-way hash of a unique identifier associated with ~~the second hand-held device~~ said hand-held apparatus within the short-range communication range is employed in creating the log entry.

66. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein one or more criteria provide for weighting of log entries.

67. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the recommendation is not provided after expiration of a validity period.

68. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein the received data ~~received at the first hand-held device~~ is updated.

69. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein ~~the user~~ there is user directed direction to a source for information regarding data suggested by the recommendation.

70. (Currently Amended) The ~~system~~ hand-held apparatus of claim 48, wherein an advertiser learns if ~~the user~~ complied compliance with the recommendation occurred.

Claims 71-94 (Canceled)

95. (Currently Amended) A ~~system~~ hand-held apparatus, comprising:

hardware means for receiving data ~~at a first hand-held device~~;

hardware means for determining, ~~at the first hand-held device~~, a match between the received data ~~received at the first hand-held device~~ and data held by a ~~second hand-held device~~ apparatus within a short-range communication range ~~of the first hand-held device~~;

hardware means for creating a log entry in accordance with the match; and

hardware means for providing a user targeted recommendation to a ~~user of the first hand-held device~~ relating to the received data ~~received at the first hand-held device~~ after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the received data ~~received at the first hand-held device~~ and data held by one or more other hand-held ~~devices~~ apparatuses encountered within the short-range communication range ~~of the first hand-held device~~.

96. (Currently Amended) A hand-held ~~device~~ apparatus, comprising:

a memory having program code stored therein;

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code; and

a short-range communications interface disposed in communication with the processor;

wherein the processor, in accordance with the program code, when executed by the processor, causes the processor to perform is configured to:

determining determine, ~~at the hand-held device~~, a match between received data and data held by a hand-held ~~device~~ apparatus within a short-range communication range, wherein the received data includes at least an identifier for data held by the hand-held ~~device~~ apparatus

within the short-range communication range;

~~creating~~ create a log entry in accordance with the match; and

~~providing~~ provide, ~~to a user~~ after one or more criteria have been met, a user targeted recommendation relating to the received data,

wherein the criteria include a specification of at least a predefined number of matches between the received data and data held by one or more other hand-held ~~devices~~ apparatuses encountered within the short-range communication range.